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52191

SYBCom – Mass Communication

Semester IV – Set 1 April 2018

Answer Key

Duration 3 Hours

Marks: 100

Q.1 a) Students are expected to explain the terms in 2/3 lines.

b) i) Press ii) Gyandarshan iii) watchdog iv) informing v) Editors

c) i) digital operating instructions ii) public relations specialist iii) democratic medium

iv) defamation v) television for educational purpose

Q.2 a) Role of social networking sites in enhancing mass campaign.

Social Media and Election Campaigns, Social Media and Indian Politics, Social Media and Way to reach Youths, Social Media and Business, Social Media and Recruitment, Social Media and Interaction, Social Media and Anti Corruption Campaigns, Social Media and Public Health Campaign

OR

b i) Cinema in addressing social problems in India

Cinema as a social commentary, Responsible for social change, Idiom of protest, Examples of movies dealing with social problems – Tare Zameen Par, Chak De India, 3 Idiots, Damini, Prem Rog, Black Friday, Lajja etc

ii) Radio as a patron of music.

Various music programmes broadcast on radio to promote Indian music, Promoting classical and western music, Role of AIR in promoting music, Music festivals

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Q.3 a) Media in exposing anti-development elements

Sting Operations and Investigative Journalism, Media as alarm to scandal, Lowering Corruption, Covering Anti-Terror Operation, Exposing evils of Environmental Degradation etc

OR

b i) Media promote government schemes and policies

22 schemes under Digital India Programme, Role of radio in promoting governmental schemes, Health and Family Welfare, Traditional Folk Media in promotion, Role of television, Awareness of Children, Women and other programmes for the benefit of civilians

ii) Media in the field of education.

Rural Education, Environmental Awareness, Media in Classroom- Learning Experience, Critical Thinking, Multiple Learning Styles, Educational Television- Different Committees and Programmes, Social Media- Two Way Discussion, Fasten I formation, and Chat room, Bring Together Students of all Ages

Q.4 a) Objectionable Advertising

Advertising as a means to promote product and services, Some Misleading Advertisements, Role of The Advertising Standards Council of India (ASCI), Consumers can report misleading and objectionable ads to ASCI, Examples- Flipkart's Anti-Gorka Advertisement, Ola's Gender Bias, Paytm's Insensitive Advertisement etc

OR

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b i) Major laws in India related to media

Laws applicable to newspaper, laws applicable to broadcasting, laws applicable to films, laws applicable to information technology

ii) Media an instrument of expressing freedom of expression and censorship

Media as an instrument of expression and censorship, Freedom of Speech, Freedom of Press, Censorship of films, Decency and morality in Media, Issues dealing with defamation, Contempt of Court,

Q.5 a) Discuss in detail any five career opportunities in mass media.

Reporters and correspondents, broadcast news analyst, editors, writers and authors, public relations specialists, advertising, promotion and marketing managers, radio and television announcers, technical writers, etc.

OR

bi) Animator

Create graphics, create movie, game, visual effect, edit animations etc..

ii) Duties and responsibilities of Animator and Cinematographer

Animator- Animation art of creating moving images, Animators employed in entertainment industry- film, television and video games, Create graphics and animation using computer programs, Research latest projects, Edit and give effects to animation, etc
Cinematographer- Directs photography, Deals with camera and lightening, Studies script and create an elaborate lighting setup and camerawork, Communicates a character's dream, hope, despair or joy based on where camera and lights are placed ,
